



S D D C C O N N E C T I O N

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Special points of interest:

- SDDC Public Awareness is on the Move
- 2008 SDDC Survey Results
- Changes and Challenges in Diabetes Care set for April 7-8 in Watertown
- Why is coalition building important?
- SDDC Partner Spotlight: Yankton Sioux Diabetes Prevention Project
- Check out SDDC information at <http://diabetes.sd.gov>

SDDC Public Awareness is on the Move

Keep your eye out for a diabetes campaign to be release mid-February.

The South Dakota Diabetes Prevention and Control Program, in conjunction with the SDDC Public Awareness committee will promote a media campaign from February 9, 2009 through March 15, 2009 to:

- Improve awareness of undiagnosed diabetes and
- Improve diabetes self-management education (DSME) to avoid diabetes complications.

The campaign will run 3 PSAs. These PSAs were developed by coalition members of the SD Public Broadcasting and Communication Services for the Deaf. These PSAs will be shown a total of 1751 times on TV.

This campaign will also utilize the SD Newspaper Association's "2 x 2 Network" which places two-column by two-inch ads in virtually all (126) of the daily and weekly newspapers in SD. The Lakota Country Times and Sicangu Sun Times will be used to help reach the Native American population.

All media will direct people to the <http://diabetes.sd.gov> web site and the 800 number.

The evaluation of this effort will focus on determining the numbers of persons that took action either by calling the 800 DPCP number, visiting the DPCP website or scheduling a visit at a Community Health Center.

What can your organization do to capitalize on this increased media attention for diabetes?

2008 SDDC Survey Results

This survey was submitted to 52 members of the South Dakota Diabetes Coalition (SDDC) with a 38% response rate accessing and completing the survey. The questions were designed to assess knowledge and behavior change in response to participation in the SDDC and/or Partners' Conference in September, 2008.

In general, those who attended Partners' Conference felt like they were able to begin to create useful networking partnerships for future diabetes work. And those who attended the Partners' Conference felt that it was time well spent and were more connected to the mission of the SDDC than members who did not

attend.

SDDC leadership was encouraged to continue to foster relationship building and to continue to increase the communication to the SDDC membership.

For a full report of the survey, email Melissa Magstadt at magstadm@gmail.com.



**TEAMS -
"Together Everyone
Achieves More."**

**The achievements
of an organization
are the results of
the combined
effort of each
individual.**

—Vince Lombardi

**Burden Report Powerpoint
Available**

**Professional Education
has created a ppt. for
use available on the
website. The slides are
large in number and cre-
ated to give you a vari-
ety slides to adapt and
use as you would like
for presentations. Check
it out!**

Changes and Challenges in Diabetes Care set for April, 2009 in Watertown

Mark your calendars for this 2009 educational conference set for April 7-8, 2009 at the Watertown Event Center.

Changes and Challenges in Diabetes Care has been an annual conference to educate health care providers on the basics of diabetes.

This conference has been in existence for over 10

years and has contributed to the diabetes development and education of over 1,200 providers throughout the state.

Some topics covered in the conference are:

- Diabetes overview
- Complications of diabetes
- Blood glucose management

- Motivational Interviewing, and
- Medical Nutrition Therapy

If you are interested or know of health care professionals that may benefit from this program, please let them know about this great conference. More information will be forth coming on the website: <http://diabetes.sd.gov>.

Why is coalition building important?

—Brad Spangler

The "ability to build coalitions is a basic skill for those who wish to attain and maintain power and influence."

Through coalitions, parties to a conflict [or an issue] can increase their power. Coalition building is the "primary mechanism through which disempowered parties can develop their power base and thereby better defend

their interests

The formation of a coalition can shift the balance of power in a [complex and challenging] situation and alter the future course of [that situation]. People who pool their resources and work together are generally more powerful and more able to advance their interests, than those who do not.

Environmental groups in the United States have long understood the power of coalitions. Rather than taking on powerful industries on their own, leading environmental groups have often formed coalitions to challenge the [status quo].

For more on this article: <http://www.beyondintractability.org/>

Coalition Partner Spotlight

The Yankton Sioux Diabetes Prevention Project coordinated by IHS diabetes staff has been in existence since 1998.

It is a special project to reduce diabetes in youth found to be at risk. The project provides primary prevention activities in three

schools. The primary prevention focus includes screening students for their risk of diabetes by measuring their height, weight, blood pressure and assessing presence of Acanthosis Nigricans.

The project's focus is to effect lifestyle

changes with the students and their family.

All parents whose children were found to be at risk for diabetes are invited to participate in the prevention project.

Average number of students participating is 160 each month.